

Marion Co. Partners Marketing Initiative

January 2007

Meaningful change can only occur if it is understood and supported at the local level – “Perception is Reality”

Marion Co. Partners Marketing Team Mission Statement

Our mission is to develop and implement a comprehensive marketing plan to enhance the visibility, image, and value of career and technical education throughout the Marion Co. school district and community for the purpose of affecting a meaningful and positive change of perception.

Marion Co. Marketing Team Goals

1. To achieve increased **visibility**
2. To foster an enhanced **public image**
3. To affect a positive change of **perception**.
4. To achieve **increased enrollment**.

Strategic Commitment

We are committed to fostering ***unity*** in marketing career and technical education programs for the benefit of all the partners in the Lebanon/Marion Co. local school district and community through ***teamwork, consistency and continuity***.

Everything that goes on in schools reflects the thoughts of the community – It's deeply rooted. So, affecting a change means **changing attitudes** - Once again, ***Meaningful change can only occur if it is understood and supported. We must all work together to “Change Attitudes” – because “Perception is Reality.”***

Phase #1

PLAN: Mapping/Teams/Message/Monitor

According to the Marion Co. district web site (<http://www.marion.k12.ky.us/aboutus.htm>), Marion Co. Public Schools is the 2nd largest employer in the county. TG Kentucky is the largest employer. In 2005, the population was listed as 19,138. Marion Co. Public Schools employment was listed as 630.

Continued, Page #2
Partners Marketing Initiative
January 2007

MAPPING

Let's begin with the local school district by developing a "Conversation Road Map" to identify target groups that can help in changing the perception of CTE. Following the same formula, use the ATC, Industrial Foundation and Businesses and Industries for mapping purposes.

1. Central Office -
2. Area Technology Center –
3. Industrial Foundation –
4. Industries and businesses -

Using the premise – "turf and convenience," let's take each category and find out (from the mapping exercise) where the target groups exist. Based on that information, make contact to meet with them on their own turf (as a first measure). This provides a convenience factor for those we identified as targets. Make the connection – list contact information including names, dates and locations. **If using some of the local clubs, request more than one presentation. That way, the group knows you are there for the long haul.

TEAMS

Identify teams (2-4 people) so that they can make presentations in unison or as a pair.

Possible team members to include: teachers, administrators, business and industry, and students. Message and Image: Relaying positive good news stories.

**Make sure to include staff as plan is developed because they will cut it to the quick unless they are involved.

MESSAGE?

What do you want to say? **Consistency and Continuity are critical in this category. Suggest front loading this with good news stories - successes**

Some possible slogans are:

Got Skills? - Get Technical, It Pays!

We Train People for Quality Jobs

MARION Co. ATC – The NEW Technical Education and Skills Training Center

Because Your Life Matters – Choose Education and Skills Training

There's Only One Road to Success – Education and Skills Training

****Maybe we ask the business, marketing and art teachers at the high school to develop a slogan for the "New Tech School."**

MONITOR

Chart progress